DOCUMENT RESUME

ED 264 863 IR 051 360

AUTHOR Schmidmaier, Dieter
TITLE Poster Sessions in Library Science. Guidelines. IFLA Professional Reports, No. 3.
INSTITUTION International Federation of Library Associations, The Hague (Netherlands).
REPORT NO ISBN-90-70916-03-7
PUB DATE 84
NOTE 53p.; Original German title: Veroffentlichungen des Wissenschaftlichen Informationszentrums der Bergakademie Freiberg, No. 101. English-language edition translated by Diann D. Rusch-Feja.
AVAILABLE FROM International Federation of Library Associations Headquarters, POB 95312, 2509 CH The Hague, Netherlands ($5.00 prepaid).
PUB TYPE Guides - General (050) -- Information Analyses (070) -- Translations (170)

EDRS PRICE MF01/PC03 Plus Postage.
DESCRIPTORS *Communication (Thought Transfer); *Conferences; Foreign Countries; Guidelines; International Cooperation; International Organizations; *Library Associations; *Library Science; Organizational Communication; Position Papers; Visual Arts
IDENTIFIERS *International Federation of Library Associations; *Posters

ABSTRACT

This text is based on a comprehensive study of the literature on posters and poster sessions, a conference held by the International Association of Technological University Libraries (IATUL) on the problems of scientific communication, and on the author's experiences in dealing with posters and poster sessions. A conference poster is described as a means of communication via demonstrative display of facts and ideas through use of drawings, figures, diagrams, photographs, sketches, and other decorative elements on a flat vertical surface. This guide is concerned with the goal of popularizing poster sessions as a new form of conferencing in librarianship, and it also provides assistance for the planning, preparation, conducting, and follow-up of poster sessions, as well as for the preparation and design of conference posters. Sample cataloging entries for conference posters and an extensive list of additional sources of information on poster sessions are included. (THC)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

IFLA

International Federation of Library Associations and Institutions

ED264863

U.S. DEPARTMENT OF EDUCATION
OERI
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)
X This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.
• Points of view or opinions stated in this document do not necessarily represent official position or policy.

Dieter Schmidmaier

POSTER SESSIONS IN LIBRARY SCIENCE: GUIDELINES

IR051360

IFLA PROFESSIONAL REPORTS 3

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
A.L. Van Wesemael
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

POSTER SESSIONS IN LIBRARY SCIENCE

Guidelines

by

Bibliotheksrat Dr. Dieter Schmidmaier
Director of the Scientific Information Centre
of the Bergakademie in Freiberg
German Democratic Republic

English-language edition translated by
Diann D. Rusch-Feja

IFLA Section of Science and Technology Libraries

IFLA Headquarters
The Hague
1984

Recommended catalogue entry:

Schmidmaier, Dieter:
Poster sessions in library science : guidelines / by Dieter Schmidmaier under the auspices of the Section of Science and Technology Libraries. - English language edition translated by Diann D. Rusch-Feja. - The Hague : IFLA Headquarters, 1984. - 50 p.; 30 cm. - (IFLA Professional Reports : 3)
German language edition in cooperation with the Library Association of the GDR for the 49th IFLA General Conference, Munich 1983 published as: Veröffentlichungen des Wissenschaftlichen Informationszentrums der Bergakademie Freiberg, No. 101
ISBN 90-70916-03-7
ISSN 0168-1931

© 1984 by International Federation of Library Associations and Institutions

German edition available from the Polygraphics Department of the Scientific Information Center of the Bergakademie, Freiberg, German Democratic Republic

Table of Contents

		Page
0.	Introduction	4
1.	Conferences and Conference Literature	6
2.	The Concept of the "Poster"	11
3.	Poster Sessions	13
3.1.	Their Development, Definitions, Fundamentals, Advantages and Limitations	13
3.2.	Planning	16
3.3.	Preparation, Conducting the Poster Sessions, Post-Session Details	18
3.4.	Viewing Poster Sessions	20
4.	The Conference Posters	23
4.1.	Content and Structure	23
4.2.	Preparation and Design	29
5.	Poster Sessions and the Librarian	34
6.	Appendices	37
6.1.	Sample Concept for Poster Sessions	37
6.2.	Sample for Cataloguing Conference Posters	41
6.3.	Literature on Poster Sessions	43
7.	Footnotes and Additional Sources	46

0. Introduction

The following text is based on a comprehensive study of the literature on posters and poster sessions, on a conference of the International Association of Technological University Libraries (IATUL) about problems of scientific communication, and on my own experiences in dealing with posters and poster sessions.

If the reader reaches the conclusion that the addition of "in Library Science" in the title could have been left aside, then this must be a result of the fact that the differences between conference posters and poster sessions are (still) too limiting to place them in the foreground here. The author has thus dedicated himself exclusively to the goal of popularising poster sessions as a new form of conferences in librarianship and to providing assistance for the planning, preparation, conducting and follow-up of poster sessions, as well as for the preparation and design of conference posters. The "conference poster" as a source of information and as a new (less pleasant) form of conference publication will, of course, be touched upon from the standpoint of the librarian.

Since the entire field is new -- the first poster sessions took place in the beginning of the 1970's and only in the last few years have they found their way into wider acceptability within the area of communications -- the author is grateful for the support of countless societies, establishments and persons. Representatively, I would like to express my thanks to

-- the IFLA National Committee of the GDR and its members, especially the President of the Library Association of the GDR, Professor Dr. Gotthard Rückl,

-- the IATUL for the opportunity to be able to speak as early as 1981 in Lausanne at a conference of this organisation on the new topic of poster sessions, as well as for the materials they made available to me, and with special thanks to the President, Dr. J.-P. Sydler, the

Secretary, Mr. Sven Westberg, the editor of the IATUL Proceedings, Ms. Nancy Fjällbrant, and to various librarians from the member libraries, Professor Elin Törnudd (Helsinki), Mr. Helmut Drubba (Hannover), Professor Josef Daum (Braunschweig) and Mr. Dieter Johannes (Kaiserslautern)

-- the Hungarian university and college libraries in Budapest, Miskolc and Sopron for the opportunity to discuss projects,

-- the Bergakademie (Mining Academy) in Freiberg, GDR, for the opportunity of preparing poster events within the context of the annual conferences of the mining and metallurgy professions, and especially the honoured rectors, Professor Dr. Klaus Strzodka and Professor Dr. Dr. h. c. Emons, as well as my co-workers in the Scientific Information Centre for stimulating conversations, for understanding, and for their support of my project and goals.

Dieter Schmidmaier

Freiberg, GDR, March 1983

Bergakademie
Scientific Information Centre
GDR - 9200 Freiberg PSF 47
German Democratic Republic

Bergakademie
Wissenschaftliches Informationszentrum
DDR - 9200 Freiberg PSF 47
Deutsche Demokratische Republik

I. Conferences and Conference Literature

The common form of conference known today began with the scientific societies and academies in the seventeenth century. The first conference publication was a report by Falkner in the year 1644;[1] this report preceeded the first scientific journal, Journal des Scavans, by 21 years. The "Union of International Associations" registered 21 conferences between 1815 and 1849, 124 between 1850 and 1870, and 1,499 between 1871 and 1900.[2] From 1900 on, we can observe an extensive development of conferences which resulted from the extensive development of science -- measurable in, for example, the number of scientists, scientific institutions, libraries, and publications. The total number of conferences, however, can only be estimated vaguely. The British Library Lending Division noted 10,400 conferences in 1976 with at least one publication.[3] According to a study by the Union of International Associations, 3,320 international conferences took place in 1975.[4] In the field of physics alone, 320 conferences took place in 1973 in Great Britain.[5]

From these few examples, one can conclude that especially since the Second World War,[6]

-- Conferences are being organised with ever greater frequency.

-- Modern means of transportation enable more possibilities for participation.

-- Modern copying procedures assure the rapid publication of the conference results often even during the conferences.

-- Conferences are becoming important facets of the economy as sources of competition and advertisement, such as in the fields of hotel and restaurant business, as well as in tourism.

-- Even architects rely on and consider large international conference centres as a planning factor.

Through the continuous rise in the number of conferences and thus the continual increase in the number of their participants and of presentations held, it is only natural that the advantages of conferences, such as the

* currency of information received and the
* opportunity for immediate exchange of opinion

are reduced. In professional journals, the scientific "jetset" -- scientists who fly from one conference to another -- are often criticised.[7]

If one wants to continue to make use of the advantages of scientific communication in the area of conferences, then first of all one must learn more about their organisation. Criticism has been directed at traditional conferences for various reasons:[8]

-- The large assembly prohibits communication in the intermissions. Conversations between sessions are usually reduced to differences of opinion.

-- The conference schedule guarantees only the precise reading of specialised presentations and the showing of illegible slides and transparencies at a great distance; discussion can hardly be instigated in the overly large rooms -- partially due to a lack of time and partially due to the lack of overview. Hence, scientific exchange of opinion is no longer possible.

-- The speaker's podium is increasingly becoming a form of presenting impersonal information -- the speaker has the task of laying one additional pebble onto the altar of science and, in doing so, avoid causing all the pebbles of knowledge to topple down ...

-- The reactions to a presentation are limited -- time allows a few trivial questions, but limitation in the reactions also result because mutual understanding cannot be presupposed.

Improvement of the situation can only be achieved when the true concerns of conferences, namely,

* difference of opinion
* discussion
* uncomplicated transmission, communication and intake of new information

are placed in the foreground. Only then can the advantages of scientific communication be observed. Ways of achieving this include[9]

-- more survey presentations for the concentration of knowledge and integration of the sciences

-- the creation of special forms of communication such as continuing education events for conveying the newest developments in the sciences

-- a good combination of oral presentations with the corresponding visual materials (film, pictures, sound recordings, exhibition objects, experiments)

-- the organisation of scientific mini-events (although these are often coupled with the negative aspects of the lack of interdisciplinary encounter)

-- the combination of scientists into discussion groups.

Concerning the last point, only the following need be added at this point, namely, that the so-called "poster sessions" offer a most promising and highly potential alternative to the speaker's podium: through the means of posters instead of a lecture, optimal conditions for scientific exchange of opinion are provided for in the form of entertainment.

In conclusion,[10-12] it can be stated that conferences are gatherings of persons or corporative bodies for scientific, political, cultural, economical and similar purposes for a specific time period. Common synonyms include:

-- in the German language: Kongreß, Versammlung, Kolloquium, Beratung, Tagung, Tage, Sitzung, Lehrgang, Symposium, Symposion, Sommerschule, Sommeruniversität;

-- in the English language: congress, colloquium, convention, course, hearing, gathering, round table, meeting, institute, clinic, discussion, seminar, session, symposium, workshop, working group.

Distinguishing characteristics can be generally divided according to the following groups:

-- international and national conferences
-- scientific and non-scientific conferences
-- one-time and periodical conferences
-- special forms of conferences (such as continuing education events, summer schools, etc).

Various conference publications result from all these forms and possibilities:[13]

-- printed items which serve to prepare for the conference
-- lectures which have been duplicated before the conference
-- materials which appear for and/or after the conference.

These publications may take the form of:[14-17]

-- monographs from a publishing house with commercial advertisement within the book trade

-- journals
  -- as journal
  -- as a special issue of a journal
  -- as a supplementary series of a journal
  -- as a series of articles in a journal

-- "gray literature"
  -- as a report in a report series
  -- as an official document
  -- as single publications with a variety of dissemination forms and, as a result of this, various means of accessibility.

In addition to these traditional "paper forms", modern information carriers ranging from microfilm to tape recordings can be utilised as conference publications. All conference organisers can also conduct "poster sessions" and thereby present poster contributions as one result of the conference.

The most popular form of conference poublication is still the monograph,[18] although its percentage of the entire market continues to sink and the portion attained by "gray literature" is continually rising and giving the consumers of conference information great concern: "gray literature" easily slips away from our immediate notice; its "tracing," acquisition, classification and cataloguing, storage and input into information systems can only be achieved under complicated conditions.[19]

The language barrier -- which otherwise plays a large role in scientific communication -- cannot be recognized in the case of conference publications:[20] over 50% of the materials are published in the English language, 25% in French, 7% in Spanish, and only 12% in all other languages (these figures from 1967).

The total number of conference publications rises naturally with the number of conferences held, although at the same time, the bibliographical information becomes more difficult.[21] The BLL Conference Index and the annual cummulations of the Index of Conference Proceedings register 46,500 written works for 1964-1973, 7,500 for 1974 alone, and 10,000 for 1975. In 1978, this number had already reached 14,000.

The importance of the poster sessions from the viewpoint of the librarian has been referred to only very minimally in the context of the conference literature.[22-24]

2. The Concept of the "Poster"

The concept of the poster is older than the first conference of 1644. In the professional literature, a protest poster against the Papacy from the year 1523 is noted as the first poster.[25] Actually, with the poster, the Reformation in Germany had developed a new artistic form. Lucas Cranach the Elder created countless posters for the writings of Martin Luther[26] from the most well-known poster of "The Pope as he sits in Hell" in 1523 to the "Interpretation of two dismal figures of Bapstesel of Rome and Munchkalk of Freyberg found in Meissen." In 1545 the Papacy was represented by the following objects: a monstrosity with a donkey's head combined with a female body covered with scales, oxen feet, bird claws, and, instead of the right hand, a donkey's hoof.

From encyclopedias and professional lexica in the field of art history, the following definition for the concept "poster" has been derived:

A poster is a designation for a free, often decorative artistic design which serves as a means of expression on a vertical surface and is published in mass editions. Resurrected with the "pop art" movement in the U.S.A. 25 years ago, the poster form has been ascribed to youth -- especially in the context of the peace movements. The poster is a very popular means of artistic expression providing the means for reflection on contemporary political and cultural topics, acknowledgement of progressive personalities of history, caricature, indications of humour or simply a nice photograph. Posters serve in many ways as room decoration and often as interior furnishings in youth clubs. Posters are free art in the vestiments of a placard.

The concept of the poster will be used somewhat more limiting for a new form of scientific communication, for the "poster

session." A conference poster as a means of communication is the demonstrative display of facts and ideas through the use of drawings, figures, diagrams, photographs, sketches, and other decorative elements on a flat vertical surface. As such, conference posters can be placed between a printed journal and an oral presentation. A conference poster possesses many advantages of both these methods and is therefore also characterised by its disadvantages.

In scientific communication, one must speak exclusively of "conference posters" since the general term poster has a far more comprehensive meaning. The occasion at which conference posters are shown, the "poster session," does not require this additional qualification, because a clear and unambiguous characterisation results solely through the fact that "posters" are not exhibited in the "sessions" and/or sold.

3. Poster Sessions

3.1. Their Development, Definitions, Fundamentals, Advantages and Limitations

The offering of conference presentations in the form of contributions as conference posters as an alternative to the traditional short lecture is called "poster session."[27]

Poster sessions have the following historical roots:

-- the balladiers:[28] these were the minstrels and singers at the annual markets and fairs in the 17th to the 19th centuries who reported on unusual occurrences in songs accompanied on the hand-organ and, while standing on a small bank or bench, pointed with a stick to the colourful, often naive representations in a series of pictures on a placard.

-- wall pictures in the visual lessons in schools:[29] topics and methods for visual representation in school lessons were formulated by Baco von Verulam, J. A. Comenius, J. Locke and J. J. Rousseau from the 15th century onwards and introduced by J. H. Pestalozzi,[30] G. B. Denzel,[31] and especially G. A. Riecke;[32] the last of these men founded the use of visual images in professional literature on the basis of the power of motivation through the picture and through the possibility of being able to arrange single objects into "living groups" (dynamic constellations)[33]

-- modern techniques, especially in film, pictures and sound recordings: for example the projection, the slide, transparency, the magnetic board (prepared letters, numbers, symbols and signs can be combined in various combinations on the magnetic board) and the flip chart (large pages fastened to a stand which can be flipped over while at

the same time, the already written pages can be kept in tact) are all being incorporated often in scientific work

-- the scientific exhibition: exhibitions and displays as part of trade fairs or also conferences demonstrate the advances within a discipline in a logical manner and supplement other means of presenting information.

The first poster sessions took place in Europe; the first was apparently in 1970 in Switzerland as a component of the Eighth International Congress on Biochemistry. The number of poster sessions since 1975 has risen considerably -- they currently include primarily interdisciplinary and combination fields such as biochemistry, biophysics, bionics, and physical medicine, but they also include the traditional areas of the natural sciences, such as physics and chemistry. They are prevalent throughout the fields of medicine and pharmacy and are expanding slowly into the technical disciplines. Because of the more limited representational possibilities -- in contrast to the natural science, technical and medical disciplines -- the use of poster sessions in the humanities is considerably rarer.

The increasingly wider use of poster sessions necessarily leads to a change in the type of material which is introduced using the conference poster,[34] namely, the transition from primarily pictoral topics to more conceptual topics. As a result of this special difficulties have evolved.

The advantages of poster sessions can be summarized in the following points:[35-37]

-- The preparation and conducting of poster sessions runs more calmly than traditional conference meetings although there is more work expenditure involved. Poster sessions are flexible and easily variable so that, for example, poster contributions set up at the last moment can still be included. Poster sessions are also less expensive than traditional conferences.

-- There are excellent lecturers and lectures. However, there is only a small percentage of people who can rise to the demands of giving a lecture. People can use the skills which they have already developed to a substantial degree in poster sessions.

-- Poster sessions draw attention. They contain simple messages and are therefore particularly effective. They awaken curiousity and the desire for knowledge in the viewer. There are no involuntary listeners. Poster sessions, in comparison to the oral and/or written presentations, have the advantage that they immediately draw in the audience and that immediate feed-back via question and answer is possible. The authors can concentrate on a few listeners/viewers. All this is far less possible for the authors of concise, compact lectures in front of great audiences, as well as for those of printed contributions to a journal. There is more time for dialogue; concrete questions can be asked. The topics are better received. Through the lack of constraint better communication is achieved. This gives the authors the opportunity for an informal, personal meeting with small groups and individual persons. The authors can try out new ideas without this appearing ridiculous, and they can also discuss the experimental details of their work.

-- Conference posters are available for a relatively long period. Without the pressure of time, the viewer can learn much more and much better -- he perceives knowledge at his own individual pace and has an intensive and therefore repeated contact with the substance of the poster. Quick and easily perceived information is also more possible than in the traditional conference lecture. The contents of posters are grasped quicker, decisions about fundamental information can be made immediately -- and that means that the viewer can decide rapidly whether the poster contribution contains relevant information for him or not.

The disadvantages of poster sessions are extremely few in number:[38,39]

-- Poster sessions were created to take the burden off of traditional conferences. Thereby, unfortunately, the impression arises that poster sessions are only the second-best variation of carrying out a conference, and authors and organisers underestimate the need for organised preparation, conducting and follow-up work for poster sessions.

-- In contrast to the oral presentation, the pedagogical value for young graduates and for young assistants to gain rhetorical experience and prove themselves before a large audience are lost. A young author will never learn how to hold a lecture in front of a large circle of his colleagues in a poster session.

The limitations of poster sessions are probably exclusively due to

-- the problematics of reducing text to a minimum and presenting the contents visually, for example, via diagrams, photographs and graphical representations in the form of a conference poster

-- the limited surface area available for a conference poster.

3.2. Planning

Proceeding from the basic premise of wanting to conduct a poster session, the organiser as well as the authors must prepare themselves for the poster session. The preparation begins with the planning: chronologically, the planning stage lies between the decision to hold a poster session and the preparation in the narrow sense, the actual holding

of the session and the final, post-session follow-up work.

The following are necessary for the organisational decisions:[40]

-- establishment of the advantages of poster sessions for the specific purpose of the planned event

-- determination of the number of poster contributions according to the suitability of the topics and according to the space available

-- the integration of the poster contributions in the specific parts of the planned event (at the IFLA, for example, in the Divisions, Sections and Round Tables), as well as setting the length of the poster sessions and/or exhibition of the poster contributions

-- determination of the rooms for poster sessions (ones with large wall surfaces suitable for display should be preferred to small, poorly placed ones), including attention to specific aspects of the acoustics, the illumination and the ventilation

-- preparation for mounting the individual poster contributions in the rooms (for example, according to a traffic flow model[41])

-- notification and inclusion of prospective authors of poster contributions.

The last point needs further explanation. The planning of poster sessions will be considerably easier if the authors of poster contributions are informed promptly about the purpose and meaning, as well as the planning, preparations, conduct and post-session follow-up details of these events, and they should definitely be included in these procedures. It would be of great assistance if such fundamentals were included in the handbooks of conference organisers[42] and in the professional lexica. Since this however is still only inadequately transmitted, previous experience cannot be conveyed

enough -- even mistakes and inaccurate estimations cannot be excluded. Therefore, and because of the specific aspects of each individual conference, the organisers of poster sessions have the responsibility to work out the guidelines and send them to the prospective authors of poster contributions in sufficient time before the beginning of the conference (at least 6 months before). The following items should be included in such a document:[43]

-- the advantages of poster sessions in comparison to other events (including a definition of the concept),

-- the poster sessions within the larger context of the event being planned,

-- guidelines for the preparation and design of poster contributions.

3.3 Preparation, Conducting the Poster Session and Post-Session Details

At the beginning, there were extreme opinions about poster sessions: scientists were once of the opinion that they had to produce more at poster sessions than at a traditional lecture, but that in the end there would be a better result;[44] on the other hand, they believed that the contributions presented at poster sessions were inferior in contrast to those lectures which were published in professional journals or held at traditional conferences, primarily because there was no publication of poster contributions.[45] In the meantime, the generalised opinions of that time have given way to more realistic estimations. In general, the current belief is that specific guidelines are necessary for the organisational and technical aspects of the preparation, holding and follow-up of poster sessions in order to guarantee an uninterrupted flow of events. The following thoughts are to be taken into consideration for the planning and conduct of poster sessions:[46-51]

-- The poster contributions should appear in the official conference programme. Summaries or abstracts should be numbered according to topic, listed in the programme, and published with the traditional contributions in the same collection of conference abstracts.

-- If the original poster contributions remain the only form of publication, then they should be given to the organising library as a voucher (or author's) copy, to a library at the conference venue, or to the library responsible for this particular professional subject material in the respective country so that it can be viewed when needed. If poster contributions are worked into another form, for example, into a journal article, then the conference posters are of value solely for their presentation during the conference; they should then not be referred to in bibliographical references or citations.

-- The exact location where the poster contributions will be displayed and times when the corresponding introduction with discussion will take place are to be included in the conference programme. The poster contributions should remain at the same location for the entire duration of the conference to provide further information.

-- The rooms selected for the poster sessions should be orderly arranged in an easily recognisable manner, well-illuminated, and located near the conference rooms. A meeting place at intermissions of all kinds, especially for tea and coffee breaks, is ideal. Sufficient space for the individual poster contributions is essential; the crowd movement and flow of viewers to the conference posters in general or to individual conference posters should also be calculated in advance.

-- A poster session does not consist of conference posters alone. Additions and supplements in the form of brochures, working papers or simple summaries (analogous to the company folders at exhibitions and trade fairs), wall charts or flip charts, small tables for video appa-

ratus, film projectors, microscopes or other items such as chairs or lounge settings are ultimately necessary. To take care of these aspects, the conference directorate should designate a poster assistant who is then responsible for the smooth running of the poster sessions. The author of a conference poster is to deliver his contribution to this person at the latest on the opening day of the conference.

-- Feed-back with the author should take place in such a way that constant contact with the conference organisers is possible, that the author knows the exact procedure of the poster session, and that the poster assistant knows the author's special wishes at least 2 months before the opening of the conference.

The follow-up is apparently the Achilles' heel of poster sessions; even traditionally conducted conferences have their difficulties in this point.[51,52] Particularly students complain of this fact in various analyses. Reports on poster sessions can be classifed as rarities; the documents of poster sessions are often treated exclusively as illustrative supplements and thereby their worth devalued.

3.4. Viewing Poster Sessions

There are no generally applicable statements on the subject of viewing poster sessions either from the vantage point of the authors or from the standpoint of the visitors, except for behaviour which is psychologically founded. The few references to viewing poster sessions in the analyses show that these problems are greatly underestimated.

There is ongoing mutual interaction between authors and visitors.[53] The behaviour of both these groups determines the success or failure of a poster session. In traditional conferences, the speaker is more advanced in language and conceptual possibilities than his audience, but he is often quite far behind the listener in his specific knowledge.

This however cannot be altered. In a poster session, discussion takes place between fewer persons which promotes and makes possible continual adjustment to a suitable point of reference. In a poster session, information flows back and forth -- everyone learns, everyone teaches.

The following principles should be adhered to:[54,55]

-- The author should conduct a "dry run" before the conference as a final test. Each conference poster will be improved upon simply by testing it out prior to the conference on the author's colleagues. This must take place in the designing phase and sufficiently in advance of the conference so that the author can take at least a few of these suggestions into consideration.

-- The author will be judged by his audience according to the reliability of his work -- which he will report on in the poster session. The less said and the clearer his information is, the better -- even too extensive conversations with the visitors reduce the effect of the poster statement. Unimportant details are to be reserved for accompanying written materials which should be distributed to the visitors free of charge, if necessary.

-- The author should be easily recognisable by a name tag, lapel pin or other similar form, since he is not set off from the audience by means of the podium or speaker's stand.

-- The author should definitely look at and listen to other poster contributions in order to learn how to deal with the new materials and substance of the poster session better.

-- The viewer should use his time investment to the greatest possible advantage. He should enjoy "wandering" from conference poster to conference poster.

-- The visitor must learn to participate actively in the communication process of a poster session; the passivity associated with the traditional lecture is suspended here.

-- The visitor must review the conference programme for the poster sessions and their schedules and make more use of his notebook than in traditional lectures. It is not forbidden to take pictures of entire conference posters and, thanks to the excellent films available, flash attachments will not be needed.

-- During their conversations, the viewer should tell the author what level of the topic treated by the poster is best known to him.

4. The Conference Posters

The authors of conference posters should be able to achieve the best possible use of conference posters as a communications medium. Therefore, the value of experience should be applied to the content of a conference poster, as well as to practical suggestions for the completion of posters. The following reflections are taken from several published analyses[56-59] and from the author's own experiences. Librarians should be particularly exemplary in this area and be able to create conference posters which have a unifying element which extends far beyond national boundaries. In this way, they can also make a small contribution to international standardisation of information sources. This participation also makes the later storage and acquisition of conference posters in libraries easier for them.

4.1. Content and Structure

After solving the problems listed in Chapter 3, naturally questions of content arise for which the fundamental concept can be varied according to the individual scientific discipline. Library science is no exception to this -- it is a science of society (in the broadest sense) with the problematics inherent to these disciplines of producing a visible representation of the results of work in this field.

The following reflections must be taken into consideration.

-- Conference posters most frequently have quadratic surfaces. In the case of rectangular surfaces there is a difference depending how they are displayed -- the horizontal or "landscape" posters and the verticial ones or "portrait" posters. The topic must be presented on a surface of which the maximal size is often 1.20 by 1.20 meters; the surfaces however can be under this amount so that a usable area of 1.00 by 1.00 meters will

be left for the representation. Recently, surface area measuring 1.80 by 1.20 meters has been recommended which can be divided into 8 segments upon which individual parts of the poster can be mounted on 8 spaces of the same size. In this way, the conference poster can be reduced to a modular system which is easy to carry or to put into a briefcase. This type of poster corresponds to the standard size of English catalogue cards which is also the size used for the title placard of headpiece of the poster. (See Fig. 1)

-- The textual statements must be able to be read at a distance of at least 1.50 to 3.25 meters. That means that from 1.50 meters, a poster with a maximal total area of 1.20 by 1.20 meters can be read just as well as if one were reading a regular DIN A4 sheet at the normal reading distance of 300 mm (this results in a projection of exactly 1.05 by 1.50 meters from a distance of 1.50 meters). (See Fig. 2) These measurements also make the reproduction of conference posters in a format suitable for journals easier than the usual square form.

-- The texts must be short and to the point -- reduced to the most essential items; the thoughts expressed must also be conceptualised in the form of other representations and then carried out appropriately. Short succinct sub-titles supplement the textual information. A conference poster cannot be read line by line as a book can; instead the poster contribution must be a meaningful combination of visual items (pictures, diagrams, drawings, graphics, three-dimensional cut-outs and similar possibilities) and text with a strong black and white contrast. The design must be attractive in colour, inscription and arrangement.

To summarize, it can be concluded that the most simple and most easily viewed conference posters are those which excite good interest and meet with positive visual approval. This

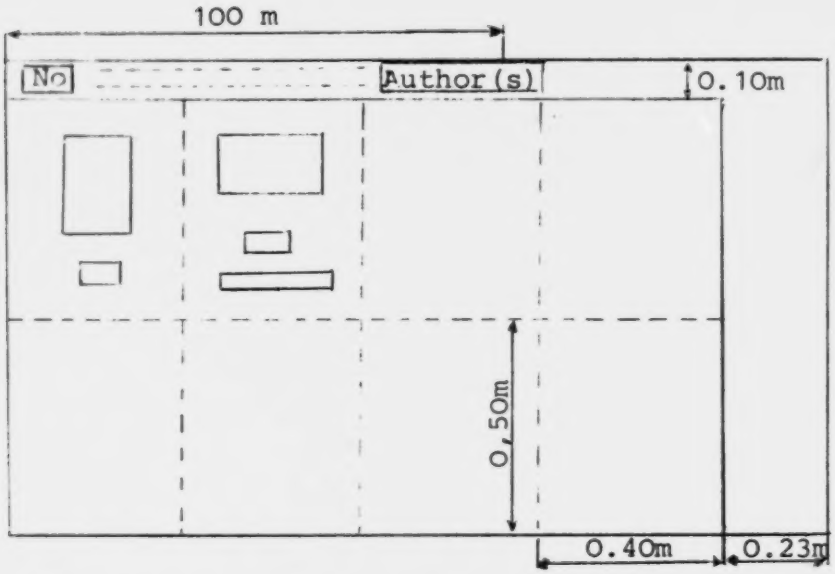

Fig. 1 (according to L. Reynold and D. Simmonds: Presentation of data in science. The Hague, 1981, p. 115)

Sample poster 1.80 X 1.20 meters according to standardised units in a modular system. (not to scale)

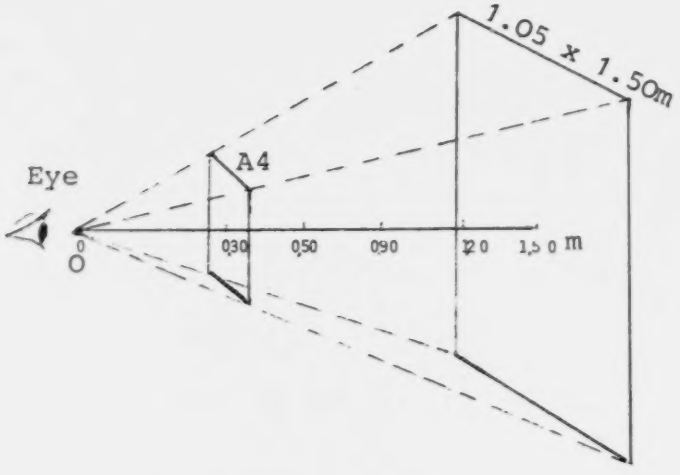

Fig. 2 (according to A. Lang and B. Anderson in: J. Research Communication Studies 2 (1979-1981) 291)

One DIN A4 sheet of paper (= 210 X 297 mm) which is normally held at a reading distance of 300mm would produce a poster of 1.05 X 1.50 meters at a distance of 1.50 meters.

includes:

* studies in structure
* studies where the meaning evolves for the most part from the results of experiments in which the text is only required for an introduction, transition and summary.

Conference posters are not well-suited for the representation of difficult concepts and experiments in which the importance and accuracy of the results are not immediately perceived, and can also not be understood without long or long-winded explanations and argumentation.

The majority of conference posters can be classified between the extremes indicated -- actually also those concerning library science. Their presentations are very well-suited to areas where, through integration with other sciences, a specialisation has evolved. In the last 10-15 years, library scientists have learned to apply and to adapt their knowledge from other sciences better -- for example, from the areas of computer technology, mathematics and construction techniques. This also encourages the use of poster sessions as a means of rationalising scientific communication between library scientists. The following topics are especially well-suited for this:

-- Cooperation between libraries: the increasing significance of cooperation and coordination of library work in all areas of library science demands audio and visual representation in posters;

-- Electronic data processing in libraries: the wide use of electronic data processing in libraries and also in information centres creates an ideal basis for conference posters through the necessary representation of objects and ideas in the form of a scheme;

-- Scientometrics, bibliometrics and infometrics: the application of mathematical methods in the science of science, in library science, for bibliography and information handling, etc., makes their representation

on conference posters possible in a variated, almost ideal form;

-- Library buildings: library construction and architecture invite the use of conference posters for the representation of buildings, building furnishings and plans, as well as for the comparison of code numbers, scales, and projects;

-- Library instruction: the work of library instruction can also be represented in visual images (especially in the case of static information concerning methods and institutions), in using audiovisual helping tools, and in individual forms, such as online user education.

The author must choose his materials and design them so that the entire conference poster can be "read" in 2 minutes and summarized in 30 seconds.

The author has to first decide which central idea should be conveyed through the conference poster. Then he must reduce his materials to the most essential. The result must include a

* single
  * simple
    * understandable
      * easy to follow

message which contains all key information and must also be readable even if the stand with the conference poster -- as in an exhibition -- is unoccupied.

One method with many advantages is for the author to follow the classical design of a printed lecture or journal article -- which is also well-known to all viewers of poster sessions. With this method, the possibility of the viewer losing orientation or becoming disinterested is reduced. The information is presented in the basic units

* summary (abstract)
* introduction (methods and results)
* conclusions

and meaningfully supplemented with further formal aspects within the appropriate subdivision. The structure of the poster should then follow these points:

-- Title (including conference, conference location and year of the event, as well as the numbering within the poster session): The title is read by all viewers. Even in the initial stages of the poster creation, a title should be given as a working hypothesis. This can then be verified later and finally formulated at the end of the poster creation and design. The title should be carefully chosen. It must be short, informative, interesting and even -- perhaps -- have an advertising flair. It may not be kept too general, superfluous words are to be excluded, key concepts should be included rather than other words.

-- Author(s): The second informative item which the viewer takes in are the details concerning the author or authors. These references are to be formulated in a clear, unified manner which conforms with the given standards. This makes the decision easier for the viewer to select certain poster contributions.

-- Abstract: the summary of a poster contribution is read by fewer viewers than the title. Such summaries or abstracts may not be too long and should only contain the most important aspects of the work. Thus it is advisable to include the problem investigated in the first and second sentences and a conclusion in the last sentence of the abstract.

-- Introduction (methods and results) and discussion: The investigation itself forms the major part of the poster contribution. The most essential items are to be expressed in a space-saving way with short subheadings (as in a

journal article). For this a minimum of text should be used, pictures are more effective. But also here, one must be very selective and exact concerning the various forms. A picture can save a thousand words, but 10 words can also often spare the viewer a complicated configuration. Diagrams are often more striking than photographs especially linear diagrams and bar charts. Lastly, it is not sensible to use too many captions for the pictures.

-- Conclusions: The viewer should be able to keep some aspect of the poster contribution in his memory. For this there are essentially three possibilities: the title, the abstract, or the conclusions. Here, the author should take special care that he does not simply repeat formulations and thereby his thoughts and ideas. He should use variations and paraphrase to emphasize necessary aspects even in the conclusions.

-- Bibliography: In contrast to a monograph or a journal article, there is only space for a modest bibliography. If literature is to be included on a conference poster at all, then one should only include very selectively one to two characteristic and easily accessible informational sources. All other literature references should be listed on an extra sheet using the accepted standard bibliographical form. This also holds true for references on the conference poster.

4.2. Preparation and Design

To achieve a uniform presentation and to arrange the conference posters at an event in such a way that they can be easily surveyed -- to say nothing of the possible further use of the conference posters at other conferences -- attention to certain points is necessary:

The external design must be decided upon early -- even if it is only an approach to the concept at the beginning. In the later stages of the work, the conception can be re-examined

and brought to a more specific completion. The author should make efforts to make comparisons with other conference posters, in some cases with posters from completely different topical areas, as well as with those from his own scientific discipline. The inclusion of details on a "mini-poster" in the DIN A3 format has proved tried and true. Finally, in all his efforts the author should consider the transportation of the conference poster to the conference location and then back to the place of origin. The external design must be logical so that no doubt as to the sequence can be felt by the viewer. However, since sequences are not always clear in the case of the usual square format of conference posters, the author should provide distinctions through the use of colours, arrows, and other similar means, but not in those cases where connexions and sequences are logical and/or distinct.

Since conference posters only have a life-span of maximally one week and their further use remains for the most part relatively undetermined, no overly large expenditures should be made in the artistic design. The artistic design should be a compromise between the author's free-hand sketch and a professional artist's mature idea for competition. The following points of reference are necessary for the preparation:

-- For conference posters large poster boards of uniform size should be used -- if possible of moulded fibre board. The board surfaces should be approximately 1.20 by 1.20 meters and they should be hung 1.00 to 1.20 meters from the floor.

-- At the top of the poster board, a large uniform area of 0.12 by 1.00 meters should be kept free for programme numbers or conference poster numbers, the title of the poster and the author's (or authors') names. The last two items should be attached by the author using 25 mm high letters and easily readable typography. (See Fig. 3, 4)

-- The poster contribution consists of a meaningful combination of pictures and text. The emphases are to be stressed through the use of colour, samples, patterns, functioning movable parts, models, and three-dimensional cut-outs (these last items are mostly made of plastic foam or foam

polystrol and are created using a sharp razor blade or heated electric wire). However, the value of such items is in converse relationship to the frequency of their use.

-- The visual images which are used must be completed in advance. One should be able to distinguish them at a distance of 1.5 meters. Their recognisability will be influenced by the size of letters and symbols, their thickness, the type of lettering, colour combinations, distance of the poster to the viewer, the arrangement of information on the poster, as well as the type and placement of light sources. The presentation can be similar to that which is otherwise used for overhead slides and transparencies, but may be simpler and drawn with stronger, more distinctive lines; it should not be "artistic". (See Fig. 5, 6)

-- Text should be used sparingly and should be written with a typewriter and enlarged using photographical means. Additional hand-written materials must be given a suitably darker script of at least 10 mm.

-- Stiff cardboard should not be used for the backing or base of visual images and texts since this is difficult to attach to the poster board.

-- Poster boards may not be written or painted upon. For purposes of explanations, black boards (with chalk and erasers) and flip charts should be made available. It is also possible to stretch a clear transparent sheet of plastic over the poster board for explanations and supplementary comments made with a felt marking pen. (See Fig. 7,8)

From the previous points, we can conclude that there are only two methods of submitting a poster contribution for a conference:

-- one-piece conference posters of a uniform size prepared ahead of time and produced photographically

-- conference posters which are created by assembling single, individual parts using adhesives, tacks or electromagnetic means to form a coherent unit on the prescribed surface.

Distance of Viewer from the board or projection screen	Necessary size of the lettering
5 m	15 - 20 mm
10 m	20 - 30 mm
15 m	30 - 40 mm
20 m	40 - 50 mm
25 m	50 - 70 mm

Fig. 3 The relationship between distances and necessary size of lettering, starting at 5 meters, according to Fr. Neske, Erfolgreiche Konferenzen: Planung, Leitung, Auswertung (Wiesbaden, 1980), p. 199.

Distance of Viewer from the conference poster	Minimal size of lettering using the small letter "n"
1.25 m	3 mm
2.50 m	6 mm
3.75 m	9 mm
5 m	12 mm
10 m	24 mm

Fig. 4 Relationship of distance and necessary size of lettering at 1.25 meters, according to A. J. MacGregor in: IEEE Trans. Prof. Comm. PC 21 (1978)3: 103.

Planned Enlargement	[1]Framed/[2]unframed	Height of the Letter "n" Heading	Subtitle
3x	10x87mm 63x110mm	3-4mm	2-3mm
2x	60x130mm 95x165mm	3mm	2mm
	Final Size		
	[1]170x310mm		
	[2]240x380mm		

Fig. 5 (according to A. J. MacGregor in: IEEE Trans. Prof. Comm. PC 21 (1978) 3: 104.)
Measurements for prepared copies, titled or untitled

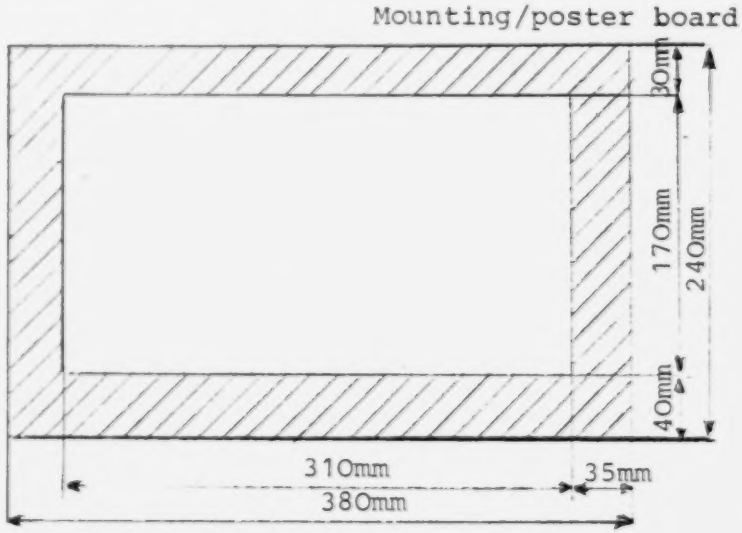

Fig. 6 (according to A. J. MacGregor in: IEEE Trans. Prof. Comm. PC 21 (1978) 3:104)
Measurements of the mounted enlargement.

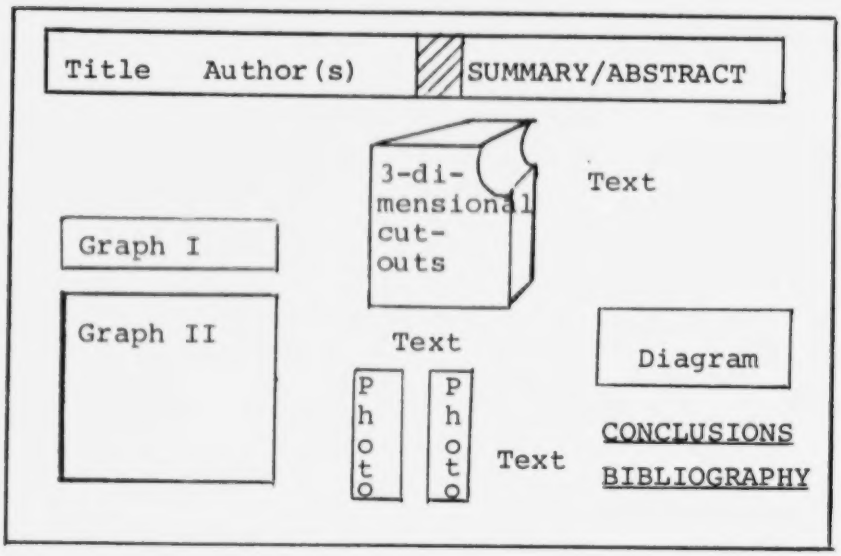

Fig. 7 Sample poster, 1.20 X 1.00 meters in the usual form. (not to scale)

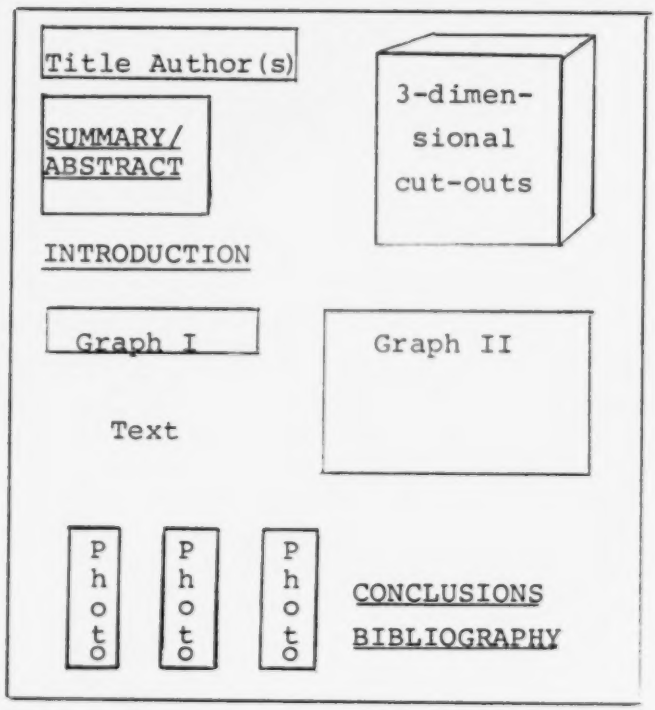

Fig. 8 Sample poster, 1.00 X 1.20 meters in the form of a newspaper article. (not to scale)

5. Poster Sessions and the Librarian

If librarians are asked about the most difficult-to-locate sources of information, the first answer they usually give is "conference literature".

The discrepancies and non-uniformity of bibliographical details and references prohibits conference literature from being indexed, catalogued, and obtained without great difficulty and, in addition, creates a certain insecurity: the bibliographic details and documentation of conference literature are usually published under the topic of the conference, under the name of one of the authors or under the title of a committee, but they are not arranged at all. Preprints of conference papers which have been duplicated by simple means present even greater difficulties.

No matter from which viewpoint conference literature is considered, the overall picture is highly diverse, even for the future.[60-64] Identifying conference publications, tracking them down, and maintaining uniformity is very difficult; their informational value is controversial and their price is often very high. It appears that the large international organisations such as the IFLA and UNESCO are not able to continually abstract and collect all conference publications. It is only possible to classify them at the national level (at organisational locations). Thus, a central national index of conferences and their publications could evolve; the national libraries and library networks with a central special subject library at their centre would become the corresponding depositories with the responsibility of providing bibliographical services.

Up to now, investigations of bibliographical records of the results of poster sessions and their treatment in libraries have not been made. Conference posters are only an additional form of the already highly diverse, wide-spread palette of conference publications and as such, they are to be included

in the acquisitions and classification policies of libraries. In this respect, librarians will be confronted with this aspect of poster sessions in addition to organising their own poster session events. This results in the following challenges:

-- The librarian must recognise that conference publications are a significant primary information source and exist mainly as "gray literature" -- which is true especially for conference posters.

-- The librarian must participate in the preparation for conferences at his institution making both technical and organisational contributions, as well as creative content contributions. This refers to conference posters and the poster sessions as well. In addition to making it easier to conduct conferences, a uniform production of conference posters -- initially at the national level and later at the international level -- assists the librarian in the archival functions associated with the acquisition, cataloguing and recording of conference posters, as well as ensuring their accessibility.

-- The librarian should be a member of the steering committee and of the conference office during the conference in order to be able to convey his experiences especially on the production and preparation of conference publications. Using the experiences of national or international organisations and emphasizing the established standards for conference publications, he can have a direct influence on the design of conference publications and, in turn, on the design of conference posters.

-- The librarian must assume the responsibility for the storage, availability, and bibliographical services connected with conference publications, including all their individual forms. He must explain this to the conference organisers and request them to note on all official invitations and programmes that the conference results will be kept in the

library and can be viewed or used there. In this way, the acquisition of these items will be simpler and the transition to the mandatory "depository" copy is almost achieved.

-- The librarian must classify and catalogue the conference publications according to the nationally accepted standard cataloguing rules -- this also holds true for the especially difficult form of the conference poster. Recent studies show that the cataloguing and classification of various forms treated in libraries can be standardised.[66,67] However, as yet, no studies on conference posters have appeared.

-- The librarian is to enforce internationally standardised regulations for the storage and accessibility of conference literature, conference posters simply present an extension of this. In the case of originals which have not been published (for example, manuscripts of lectures and conference posters), it should be determined if these are to be retained. If it is decided to store these items, then in the case of conference posters, it should be checked if they should be kept horizontally in sliding drawers of steel cabinets, as in the case of similar representational formats such as maps, or if a microfiche format is better suited for their storage.

-- The librarian must ensure that the conference posters are publicised in the same way as all other conference results and that a devaluation or sublimation due to form cannot occur in the interest of transmitting scientific knowledge.

-- The librarian is obligated to produce an adequately comprehensive bibliographical work for the rapid dissemination of the conference results. He is responsible for making the public aware of the value of conference publications.

6. Appendices

6.1. Sample for an Information Sheet on Poster Sessions

Sample

POSTER

as contribution to the Conference ...

I. Directions for Planning

Poster sessions are a component part of traditionally conducted conferences. They use the advantages of posters for the decorative design and illustrative representation of ideas and objects. The purpose of a poster session is to reduce lectures in favor of a lively professional discussion. The advantage of poster sessions consists of the following points:

1. Preparation and conducting them proceeds more calmly than for traditional conferences.
2. The topics find greater reception.
3. One learns more and better, takes in knowledge at an individual pace and has a more intensive and therefore repeated contact with the materials.
4. One can grasp the contents quickly and make decisions on more basic, fundamental information.
5. Quick transmission of information is better possible.
6. There is more time for dialogue.
7. More concrete questions are asked.
8. One can also discuss details, such as experimental details, as well as others.

9. The author can concentrate on fewer listeners and viewers.

10. Costs are kept more reasonable.

The following aspects belong to the early planning stage:

1. Determination of the number of conference posters according to the suitability of the topics and the space available.

2. Integration of the conference posters in the colloquia programme and establishment of the duration of the corresponding poster sessions.

3. Determination of the rooms for the poster sessions (those with large, easily viewed surfaces are to be preferred over small rooms with poor viewing possibilities); the acoustics, illumination and ventilation are to be taken into consideration; in the case of foyers and halls, construction of a pattern of movement according to a traffic stream flow model is possible.

4. Punctual mailing of the directions for the preparation and design of conference posters, as well as guidelines for the participants.

For conducting poster sessions, the following must be observed:

1. the orderly and easily visible arrangement of the rooms and individual stands

2. the presence of poster assistants who should be responsible for smooth running of the sessions and viewing periods.

II. Directions for the Preparation and Design of Conference Posters

1. Conference posters should be noted in the official conference programme. Planned abstracts/summaries should be arranged according to topic, introduced in the appropriate meetings or colloquia, and published with the traditional contributions in the same collection of conference abstracts.

   If the original conference posters remain the only form of publication, then inclusion in the conference publications is not possible. In this case, the posters are to be given to the _____ Library as a depository (voucher, author's) copy, in order that it may be available for viewing upon demand.

   If the conference poster is reworked in the form of a journal article or an article in a book, then the conference poster is solely representational for the duration of the conference; it is not to be noted in bibliographical references.

2. The exact locations and times are to be listed in the conference programme where the conference posters can be found and when the corresponding introduction and discussion will take place. The conference posters will remain at this location for the duration of the conference for informational purposes.

3. The structure of the conference posters for the various meetings should be uniform. Therefore, the conference posters should be submitted at the latest on the opening day of the conference to the poster assistant designated by the chairman of the meeting or colloquium. The poster assistant is responsible for the organisational preparation and conducting of the poster sessions.

4. For the purpose of a uniform presentation and an arrangement which allows it to be easily overviewed, the following organisational directions are given which should be adhered to by all authors:

4.1. Poster boards of a uniform size for the conference posters will be assigned to the individual authors.

4.2. The surface of the poster is 1 meter by 1 meter; when framed/mounted, it should hang at a distance of .60 meters from the floor.

4.3. On the top of the poster board, a surface of .12 meter by 1 meter is to be kept free for the item number or the poster number, title and author's name. (The last two items should be added by the author himself using letters with a height of 25 mm and an easily readable typography.)

4.4. The poster contribution must be a meaningful combination of visual images (pictures, diagrams, drawings, graphics, etc.) and text with distinct black and white contrasts.

4.5. The visual images must be prepared in advance; they should be able to be recognised at a distance of 1.5 meters. Their recognition will be influenced by the size of the writing and images, thickness of letters and lines, type of lettering, combination of colors, distance of the poster to the viewer, arrangement of information on the poster and the illumination.

4.6. Texts should be used sparingly. They should be written using a typewriter and enlarged photographically. Additional hand-written materials must be reinforced with an appropriately darker script of at least 10 mm.

4.7. Stiff cardboard should not be used as the substratum of pictures or texts since this is difficult to attach to the poster board.

4.8. Poster boards should not be painted upon. For purposes of explanation, there is a black board or a flip chart to be available for each poster session.

5. From the previously noted points, one can conclude that there are only two methods of submitting a conference poster:

5.1. uniformly as a one-piece, 1 by 1 meter pre-produced and photographically prepared conference poster

5.2. by fastening individual parts of the poster onto a 1 by 1 meter surface using adhesive tape or tacks to achieve a coherent unit.

6.2. Sample for Cataloguing Conference Posters

A conference poster must contain the following information:

- the title with or without additional parts
- the author or the authors
- the name of the conference including the conference location and the year
- the numbering within the poster session.

The librarian should add:

- the exact measurements of the conference poster,
- references to details on the conference poster, such as the number of figures, the length of the text in lines and the number of literature sources;
- whether additional handouts such as bibliographies, company brochures, samples and individual figures from the poster were distributed, their distinguishing characteristics and where they can be located.

Using the current cataloguing rules in effect in German countries (according to the Regeln für die Alphabetische Katalo-

gisierung RAK), as well as TGL 20972 for the GDR and British Standards (specifically BS 4446), the following example for cataloguing conference posters can be created:

Title: Additions to title /
Author(s). - In: Name of the conference. -
Place of the conference, year. - Format
details: bibliography
numbering within the poster session and
details/references to additional handouts
which were distributed by the author

Sample 1:

Poster Sessions as a new viewpoint of scientific communication : general problems and library aspects / Dieter Schmidmaier. - In: IATUL Conference. - Lausanne, 1981. - 41 x 29 cm
Poster Number 1.

Sample 2:

Poster Sessions in the librarianship / Dieter Schmidmaier. - In: IATUL Conference. - Lausanne, 1981. - 41 x 29 cm
Poster Number 2.

6.3. Literature on Poster Sessions

Chial, M. R. 1976. Poster Sessions at the 89th meeting of Acoustical Society of America. J. Acoustical Soc. of America 59: 983-986.

1979. Communicating through Poster Sessions. IEEE Trans. prof. communication PC-22 (3): 137-140.

1974. Display method a hit as scientific meeting. Chem. and eng. news 1: 14.

Eisenschitz, T. S., Knox, J., Oppenheim, Ch., Richards, K., and Wittels, P. 1978/79. Poster Sessions as a medium of scientific communication. J. res. communication studies 1: 235-242.

Goldstein, C. 1976. How, when, why to Poster Session : a new meeting format saves time and space and permits interchange. Successful meetings Aug (1976): 48-50, 74, 77.

Harte, R. 1974. A better way to communicate. Federation proc. 33: 2087.

Hartley, J. and Fuller, H. C. 1971. Using slides in lectures : an exploratory study. Visual education Aug./Sept.: 39-41.

Heumann, K. 1974. A reporter's view of Poster Sessions. Federation proc. 33: 2095.

Lang, A. and Anderson, B. 1979/81. Preparing a conference poster. J. res. communication studies 2: 289-297.

Lemp, H. B. 1979. Manual for the organization of scientific congresses, pp. 18-19, 59. Basel, Munich.

MacGregor, A. J. 1978. Preparing Poster Talks. IEEE Trans. prof. communication PC-21 (3): 103-105.

Maddox, H. and Loughran, R. J. 1978. Illustrating the lecture : prepared diagrams versus built-up diagrams. IEEE Trans. prof. communication PC-21 (1): 12-12.

Manten, A. A. 1976. Symposia and symposium publications ; a guide for organisers, lecturers and editors of scientific meetings, pp. 131-133. Amsterdam.

Manten, A. A. 1981/82. Editors' conference in retrospect. J. res. communication studies 3: 461-466.

Maugh II, T. H. 1974. Poster Sessions : a new look at scientific meetings. Science 184 (28): 1361.

Oppenheim, C. 1978. Poster session a success. Inform 9.

1981. Poster im Rahmen des Berg- und Hüttenmännischen Tages der Bergakademie Freiberg. Freiberg: Bergakademie. - 5pp.

1980. Poster-Session "Informationsmarkt" / Leitung : T. Seeger; D. Strauch; G. Vowe. In Deutscher Dokumentartag 1979, ed. Deutsche Gesellschaft für Dokumentation e. V. (DGD), pp. 519-556. Munich, New York: Saur.

1976. Poster Sessions. Physics bull. Aug.: 335-336.

1975. Poster Sessions at ASIS-75 : a better way to communicate. Bull. Amer. Soc. Inform. Science 1 (6): 28.

1976. Poster Sessions get warm welcome in Atlanta. Physics today June: 75.

Reynolds, L. and Simons, D. 1981. Presentation of data in science : publications, slides, posters, overhead projections, tape-slides, televisions, pp. 112-120. The Hague:

Risley, J. S. 1977. Booth sessions : a critical asessment (sic). Physics today 30: 9-10.

Schmidmaier, D. 1981. "Poster Sessions" als neuer Gesichtspunkt in der wissenschaftlichen Kommunikation : allgemeine Probleme und bibliothekswissenschaftliche Aspekte. Zentralbl. Bibl.-Wesen 95 (11):488-492.

Schmidmaier, D. 1981. Poster Sessions as a new viewpoint of scientific communication - general problems and library aspects. Libraries and the communication process : Proceedings of the ninth meeting of IATUL 1981, pp. 115-131. Göteborg: IATUL.

Schmidmaier, D. 1982. Poster Sessions im Bibliothekswesen. Zentralbl. Bibl.-Wesen 96 (8): 364-366.

Singleton, S. 1976. Poster sessions. Physics bull. 27: 335-336.

Tanner, F. 1981. The use and value of Poster Sessions. J. res. communication studies 3: 299-307.

7. Footnotes and additional Sources

1. É. Dáczer, "Újabb fejmények a kongresszusi kiadványok könül," TMT 27 (1980) 10: 401. (hung.)

2. É. Dáczer, ibid., pp. 401-408.

3. Index of conferences received: annual index (Boston Spa: British Library Lending Division, 1976), preface.

4. "Geographical distribution of international congresses in 1975 by continents, countries and cities," Transnational Associations 29 (1977): 43-45.

5. A. K. J. Singleton, "Physics conferences in the United Kingdom," Aslib Proceedings 28 (1976): 204-206.

6. D. Schmidmaier, "'Poster Sessions' als ein neuer Gesichtspunkt in der wissenschaftlichen Kommunikation: allgemeine Probleme und bibliothekswissenschaftliche Aspekte," Zentralblatt für Bibliothekswesen 95 (1981) 11: 488-489.

7. É. Dáczer, ibid., p. 401.

8. D. Schmidmaier, "Poster Sessions as a new viewpoint of scientific communication: general problems and library aspects," Libraries and the communication process: Proceedings of the ninth meeting of IATUL 1981 (Göteborg, 1981), p. 116.

9. D. Schmidmaier, ibid., (1981, Engl.)

10. É. Dáczer, ibid.

11. L. Kalck, "Die Behandlung von Konferenzschriften in wissenschaftlichen Bibliotheken unter besonderer Berücksichtigung der Naturwissenschaften"(Köln, Bibliothekar-Lehrinstitut des Landes Nordrhein-Westfalen, 1978).

12. R. S. Yadav, and S. M. Dhawan, "Current trends in inter-

national meetings and their publications: an analysis,"' Ann. Lib. Sci. Doc. 21 (1974) 6: 112-119.

13. J. Freytag, "Kongreßberichte als bibliothekarische Sammelobjekte," Zentralblatt für Bibliothekswesen 90 (1976) 6: 272.

14. L. Kalck, ibid., pp. 7-9.

15. P. Poindron, "The content, influence and value of scientific conference papers and proceedings," Unesco bull. libr. 16 (1962) 3: 113-126.

P. Poindron, "Availability of scientific conference papers and proceedings," Unesco bull. libr. 16 (1962) 4: 165-176.

16. H. Drubba, "Conference documentation: general overview and survey of present position," International Associations 28 (1976) 8/9: 383-387.

17. A. A. Manten, "Scientific congress publications," International Associations 28 (1976) 10: 438-443.

18. R. S. Yadav, ibid., p. 119.

19. D. Schmidmaier, "Serials and grey literature," (Paper presented to IATUL conference, Essen 1983). (unpublished)

20. R. S. Yadav, ibid., p. 118.

21. H. Drubba(with the following publications), "Die Tagungs- und Konferenzliteratur: ein Überblick über neuere bibliographische Hilfsmittel und die Tagungsliteratur bei der UB/TIB Hannover," DFW 24 (1976) 2: 47-54.

"Die Tagungs- und Konferenzliteratur: ein Nachtrag für das Jahr 1976," DFW 25 (1977) 1: 27-29.

"Die Tagungs- und Konferenzliteratur: ein Nachtrag für das Jahr 1977 und Anfang 1978," DFW 26 (1978) 3: 135-136.

"Die Tagungs- und Konferenzliteratur: ein Nachtrag für das Jahr 1978 und Anfang 1979," DFW 27(1979) 3/4: 93-94.

"Die Tagungs- und Konferenzliteratur: neue bibliographische Hilfsmittel der Jahre 1979 und 1980," ABI-Technik 1(1979) 1: 35-37.

"Die Tagungs- und Konferenzliteratur: neue bibliographische Hilfsmittel des Jahres 1981," ABI-Technik 2(1982) 4: 285-288.

22. D. Schmidmaier, ibid., 1982.

23. H. Drubba, ibid., 1979, p. 93.

24. H. Drubba, ibid., 1982, p. 285.

25. D. Kunzle, "Posters of protest," Art news 70(1972) 10: 51.

26. Chr. Schuchardt, Lucas Cranach des Aelteren Leben und Werke: nach urkundlichen Quellen bearbeitet, Th. 1 (part 1) (Leipzig, 1981), pp. 248-249.

27. A. Lang, "Preparing a conference poster," A. Lang, B. Anderson, J. res. communication studies 2(1979-81): 289.

28. Leute, höret die Geschichte : Bänkeldichtung aus zwei Jahrhunderten (Berlin, 1976), pp. 5-13 (additional literature, pp. 358-361).

29. J. Bernhauser,"Wandbilder im Anschauungsunterricht: Studien zur Theorie und Praxis der Medien in der Volksschule des 19. Jahrhunderts" (Diss., Duisburg, Gesamthochschule, 1978) (Duisburg, 1979).

30. A. Pinloche, Geschichte des Philanthropismus (Leipzig, 1896), pp. 209-211.

31. G. B. Denzel, Einleitung in die Erziehungs- und Unterrichtslehre für Volksschullehrer, 3rd ed., vol. 2, Pt. 3 (Stuttgart, 1828), pp. 22-24.

32. G. A. C. Riecke, Erziehungslehre (Stuttgart, 1851), p. 124.

33. J. Bernhauser, ibid., p. 40.

34. A. Lang, ibid., p. 289.

35. D. Schmidmaier, ibid., 1981, p. 119.(Engl.)

36. A. Lang, ibid., pp. 289-297.

37. F. Tanner, "The use and value of Poster Sessions," J. res. communication studies 3(1981): 299-307.

38. A. Lang, ibid., pp. 290-291.

39. R. A. Harte, "Poster Session: a better way to communicate," Federation Proceedings 33(1974): 2087-2088.

40. D. Schmidmaier, "Poster Sessions im Bibliothekswesen," Zentralblatt für Bibliothekswesen 96(1982): 364-365.

41. "Poster Sessions get warm welcome in Atlanta," Physics today (1976) June: 75.

42. H.B. Lemp, Manual for the organization of scientific congresses (Basel, München, 1979), Appendix 7.

43. Poster im Rahmen des Berg- und Hüttenmännischen Tages der Bergakademie Freiberg (Freiberg, 1981).

44. R. A. Harte, ibid., p. 2087.

45. T. S. Eisenschitz, J. Knox, Ch. Oppenheim, K. Richards, P. Wittels, "Poster Sessions as a medium of scientific communication," J. res. communication studies 1(1978/79): 241.

46. D. Schmidmaier, ibid., 1982, p. 365.

47. A. Lang, ibid., pp. 292-297.

48. "Communicating though Poster Sessions," IEEE Transactions on professional communication PC-22(1979) 3: 137-140.

Eisenschitz, T. S., ibid., pp. 238-240.

49. H. B. Lemp, ibid.

50. C. Goldstein, "How, when, why to run Poster Sessions," Successful meetings (1976) Aug.: 50.

51. D. Schmidmaier, ibid., p. 365.

52. T. S. Eisenschitz, ibid., p. 239.

53. "Communicating," ibid., pp. 137-138.

54. A. Lang, ibid., p. 297.

55. "Communicating," ibid., pp. 138-139.

56. L. Reynolds, D. Simmonds, Presentation of data in science: publications, slides, posters, overhead projection, tape-slides, televisions (The Hague, 1981), pp. 112-120.

57. A. Lang, ibid.

58. D. Schmidmaier, (1983), ibid., p. 366.

59. A. J. MacGregor, "Preparing poster talks," IEEE Transactions on professional communication PC-21 (1981) 3: 103-105.

60. P. Atkin, P. Seed, "The acquisition of conference proceedings at the British Library Lending Division," Interlending review 7 (1979) 2: 47-51.

61. H. Drubba, (1976), ibid.

62. A. A. Manten, (1976), ibid.

63. D. Schmidmaier, (1981), ibid., (Ger.), p. 491.

64. Ch. M. Knowles, The bibliographic presentation of grey literature : a report (Luxembourg: Commission of the European Communities, 1981), pp. 6-16 (= Commission of the European Communities 1981 EUR 7139 EN).

65. D. Schmidmaier, (1981), ibid., (Ger.), p. 492.

66. L. Kalok, ibid.

67. M. Bartsch, "Die Verzeichnung von Kongreßschriften," (Hausarbeit, Köln, Fachschule für Bibliotheks- und Dokumentationswesen, 1982).